

# Curriculum of the Department of Business and Entrepreneurial Management, Kainan University, 2019.

2019/05/21

<b>General Education(at least 28 credits)</b>	<b>Field</b>	<b>Course Subjects</b>						
	Linguistic Literacy (6 credits)	<ul style="list-style-type: none"> <li>●Chinese-2 credits</li> <li>●Foreign Language(Freshman English)-4credits</li> </ul> Notes: 1. English major and student with particular circumstances are required to take second foreign language except English, such as Japanese, Thai, Vietnamese, Korean...etc. 2. Other students are required to take 4 credits of “Freshman English”.						
	Scientific Literacy (4 credits)	<ul style="list-style-type: none"> <li>●Natural Science ●Life Science</li> <li>●Computer-related information studies</li> </ul>						
	Social Literacy (4 Optional credits)	<ul style="list-style-type: none"> <li>●Constitution &amp; Politics</li> <li>●Sociology</li> </ul>						
	Humanistic Literacy (4 Optional credits)	<ul style="list-style-type: none"> <li>●History</li> <li>●Art &amp; Humanities</li> </ul>						
	Military Education	Military Education-0 credit						
	Physical Education	Physical Education in day school : 1. All students are required to take 0 credit PE class for four semesters (PE I, PE II). 2. Students could take at most one Elective PE course (Leisure PE, 2 credits could be counted as General Education Optional Electives). Physical Education in division of continuing education : Night class: All students are required to take 0 credit PE class ( PE I, PE II ) for two semesters.						
Optional 10 credits from G.E.C								
<b>Curriculum</b>	<b>First Year</b>		<b>Second Year</b>		<b>Third Year</b>		<b>Forth Year</b>	
	<b>Semester1</b>	<b>Semester 2</b>	<b>Semester1</b>	<b>Semester 2</b>	<b>Semester1</b>	<b>Semester 2</b>	<b>Semester1</b>	<b>Semester 2</b>
Service Education (Required)	Labor Service I 1	Labor Service II 1	Volunteer Service I 1	Volunteer Service II 1				
<b>Required Courses (48 credits)</b>	Calculus 3	The Application of Big Data to Business 3	Statistics 3	Services Science 3	Marketing Managemen 3		Special Topics in Business Practice 3	Special Topic for Graduation and Practice 3
	Accounting 3	Introduction to the Entrepreneurship 3	Finance Management 3	Operation Management 3	Data Analysis Software 3			
	Economics 3	Management 3		Human Resource Management 3				
	Introduction to Business 3							
Professional Electives (Minimum 33 credits)								
The curriculum of electives would be announced on the Website of Business and Entrepreneurial Management Dept.								

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1. In order to achieve the graduation threshold of the department, student must complete 128 credits, of which 48 credits from required courses, 2 credits from labor service, 2 credits from volunteer service, 33 credits from core optional courses, and 28 credits from general education courses. 15credits are free optional courses accepted for taking any courses from all departments.
2. Students must take the 「Business Management Program」 or 「Entrepreneurship Management Program」.
3. All general education courses must follow the policies of General Education Center. Students must complete the required credit standards of Kainan University.
4. In order to achieve the graduation threshold, the completed “Student Passport” is required.
5. In accordance with the regulations of KNU English Test and English graduation threshold, students must fulfill the English graduation threshold.
6. The graduation credits of F.5 Education System students are required to increase at least 12 credits.
7. These courses regulations were passed at the Curriculum Committee Meeting on May 21th. 2019, and approved for future references by Academics Affairs Meeting on May 21th, 2019.

**Curriculum of the Department of Business and Entrepreneurial  
Management , Kainan University, 2019.  
(Elective Courses)**

2021/05/04

curriculum		First Year		Second Year		Third Year		Forth Year	
		Semester1	Semester 2	Semester1	Semester 2	Semester1	Semester 2	Semester1	Semester 2
Professional Electives Program (One program is required)	Business Management Program (15 credits)					Technology and Innovation Management 3	Service Management 3	International Business 3	
							Financial Statements Analysis 3	Strategic Management 3	
	Entrepreneurship Management Program (15 credits)					Entrepreneurial Theory and Practice 3	Business Model Innovation 3	Retailer Management in Small Business 3	
						Creative Problem Solving 3	Innovation Management in Small and Medium Business 3		
Professional Electives (Minimum 18 credits)		Commerce Japanese Business Applied I 3	Commerce Japanese Business Applied II 3	Managerial Economics 3	Consumer Behavior 3	Business Negotiation 3	Project Management 3	Knowledge Management 3	International Marketing Management 3
		Business Software 3	Macroeconomics 3	Organizational Behavior 3	Special Topics in Organizational Behavior 3	Quality Management 3	Management Information System 3	Electronic Business Management 3	Managerial Case Study 3
			Finance and Banking Management Practice Forum 3	Managerial Psychology 3	Cultural and Creative Industries Management 3	Leadership and Management 3	Retail Management 3	Special Topics for Management 3	Quality Management and Performance Appraisal 3
			Accounting II 3	Counselling and Practicing of Management Certificate I 3	Counselling and Practicing of Management Certificate II 3	Business Research Methods 3	Marketing Case Study 3	Supply Chain Management 3	New Store Development Strategy and Planning 3
				Counselling of Big Data Certificate I 2	Counselling of Big Data Certificate II 2	Sampling Practices 3	Loan and Taxation in Small and Medium Business 3	Crisis Management 3	Case Study in Strategy Innovation 3
				English Conversation for Business I 3	Business Security Management 3	Business Operation and Decision Making 3	Counselling and Practicing of Business Certificate 3	Occupation Guidance 3	Customer Relationship Management 3
					English Conversation for Business II 3	Managerial Accounting 3	Enterprise Resource Planning 3	Quality Management in Service Industry 3	Professional Skills Training 3
						Advertisemen 3	Business Systems Simulation 3	Business Analysis and Diagnosis 3	Workplace Practical Training 3
						Counselling of Big Data Certificate III 2	Technology Marketing Management 3	Marketing Skills 3	Industry-University Cooperative Internship 3
						Brand Strategy and Management 3	System Analysis 3	Micro Business Management 3	
							Product Strategy and Management 3	Technology Enterprise Management 3	
							New Product Development and Management 3	Internet Innovation & Entrepreneurship Practice 3	
							Analysis of Technology Industry 3	Analysis of Entrepreneurial law cases 3	
							Big Data Analysis 3		
							Advanced Statistics 3		
							Career and Business Ethics 3		